

D'Art report number 26

# Policy research by government arts agencies: a review of approaches

April 2007

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## Introduction

An issue that regularly appears in IFACCA's work is the relationship between policymaking and research in arts and cultural policy. As Mark Schuster notes in his international study on cultural policy research infrastructure, a rise in demand for evidence-based policymaking over recent years has raised issues about the research practices and research needs of government cultural policymakers and funding agencies.<sup>1</sup> There is a greater imperative for arts and culture agencies to undertake research to prove the value or impact of their policies and programs, and their research outputs are being increasingly scrutinised for their quality and rigour. In this environment, many commentators have identified a need to improve links between policy and research in the field of arts and cultural policy.

IFACCA's global survey of national arts and culture agencies, which has been used to construct the *IFACCA Directory*,<sup>2</sup> suggests that most agencies (82 percent) undertake research. It is clear, however, that agencies adopt a wide variety of approaches toward research, and that documenting the different approaches and models would be of interest in assessing alternatives and perhaps implementing improvements.

This draft report summarises the outcome of IFACCA's 26<sup>th</sup> D'Art question, distributed by the IFACCA secretariat on 14 February 2006, which sought to gather information on the various approaches to research taken by national arts support agencies. The question is reproduced in appendix 1. A Spanish version was distributed on 13 April 2006.

In the D'Art question, research was defined in a broad sense, as 'the systematic, close and careful study of materials and sources in order to establish facts or reach conclusions'. This definition covers a range of analytical practice: statistical analyses, qualitative and text analyses, desk research, literature reviews, sample surveying, action research, focus groups, and program and policy evaluations. Such a broad concept of research is suited to the diverse research practices adopted in arts and cultural policy. That said, most arts and cultural policy-related research is likely to be 'applied' – ie focussed on practical issues – rather than 'pure' or 'basic' research, which is aimed at advancing knowledge for knowledge's sake.

The D'Art was initiated by IFACCA for a number of reasons, including:

- To uncover information on the different approaches to research adopted by government arts support agencies.
- To serve as background to discussions at the second mini-summit for IFACCA researchers in March 2007 (details below), and to develop further an invitation list for the workshop.
- To identify additional experts to participate in IFACCA's research activities, including ConnectCP, the international who's who of cultural policy, planning and research ([www.connectcp.org](http://www.connectcp.org)).

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<sup>1</sup> Schuster, J., 2002, *Informing Cultural Policy: The Research and Information Infrastructure*, Rutgers University Center for Urban Policy Research, New Brunswick.

<sup>2</sup> <http://svc354.bne098u.server-web.com/ifacca2/en/profile/default.asp>

This report presents an analysis of the responses received to the call for information (the 23 respondents are listed in appendix 2). The report has been drafted by Christopher Madden, IFACCA's Research Analyst. In some cases, Christopher has completed missing information from his own understanding, or has extrapolated answers from general email correspondence. Corrections are always welcome at [info@ifacca.org](mailto:info@ifacca.org). A draft of this report was discussed at the second workshop for IFACCA researchers, hosted by the National Arts Council in Singapore, 9-10 March 2007.<sup>3</sup>

The information in this report is correct as at April 2007. At the time of publishing, a number of changes were planned for at least two of the agencies in the survey: Arts Council England and the Scottish Arts Council. Other agencies will undoubtedly undergo changes in the future that will render their data outdated.

## Summary

A detailed analysis of responses is provided in the next section. Some of the main points arising from the analysis are listed below.

- 1) National agencies, such as arts councils and ministries of culture (15 responses):
  - The majority of agencies undertake some sort of research activity: all but four undertake research 'in house'.
  - All agencies but one contract research externally.
  - Three of the four agencies that do not undertake research 'in house' contract research externally.
  - The majority of agencies (11 out of 15) have a dedicated research unit, with units ranging from 1 to 15 staff (at an average of around five staff).
  - Research budgets range from 0.28 to 7 percent of the organisation's total budget, (with an average of 1.4 percent).
  - The majority of agencies have a dedicated library (11 out of 15). Of these libraries, the majority (7) are open to the public and/or have their catalogues available online.<sup>4</sup> Two agencies indicated that they purchase library services externally (Creative New Zealand and the NAC Singapore), while one agency receives external library services free of charge (Ministry of Culture and Religious Affairs, Romania).
- 2) Other agencies in the sample (4 responses)
  - These agencies represent a cross-section of other types of arts support/cultural policy agencies:
    - The Ontario Arts Council is a provincial arts council in Canada.
    - Culturelink, Croatia, is a dedicated international cultural policy research agency.
    - The Juan Marinello Centre for Investigation and Management of Culture, Cuba, is a national research and information agency.

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<sup>3</sup> From May 2007, a report on the workshop will be available at [http://www.ifacca.org/ifacca2/en/organisation/page04\\_mini.asp](http://www.ifacca.org/ifacca2/en/organisation/page04_mini.asp).

<sup>4</sup> At the time of completing the D'Art question, a number of agencies were in the process of making the catalogues available online: these were recorded as publicly available catalogues.

- The National Assembly of State Arts Agencies (NASAA) is a national network of state government arts funders in the USA.
- All of these agencies undertake research 'in house'.
- One does not contract research externally (Culturelink).
- Two agencies have their own dedicated library, both of which are open to the public and/or available online.

## Analysis

This section provides an analysis of responses question-by-question. The data table for each question is reproduced together in a single table in appendix 5. The additional comments received highlight a number of issues for clarification and possible further analysis. These are summarised in the conclusion together with other observations.

### *1) What is the name of your organisation?*

In all, 21 organisations from 18 countries responded to the query. Responses were received from a variety of agency types. The majority of responses (15) were from national government arts support agencies, such as arts councils and ministries of culture, as defined by IFACCA national membership. Out of these, 11 were IFACCA members as at September 2006.

There is substantial variability in the institutional structures and operating environments of these national agencies. Even seemingly similar agencies, such as arts councils, often have a different institutional environment – Arts Council England, for example, has a geographically decentralized structure that may make it difficult to make an accurate comparison of its research program with other national arts councils such as Australia and Canada.

Three responses in particular stand out among the responses from national agencies:

1. The response from Belgium, which comes from a cultural observatory within the Ministry of the French Community.
2. The response from Mexico, which comes from the Cultural Information System associated the National Council for the Arts and Culture.
3. The response from the Netherlands, which is from the Directorate General for Culture and Media (DGCM) of the Ministry of Education, Culture and Science.

For a number of questions, the responses from these agencies differ from the others, and this should be kept in mind when viewing the data and analysis.

Responses were received from four agencies that do not fit the description of national arts support agency as determined by eligibility for IFACCA national membership. Two are specialist research agencies (Culturelink, Croatia, and the Juan Marinello Research Centre, Cuba), one is a provincial arts council (Ontario Arts Council, Canada), and one a national network of state agencies (NASAA, USA). These agencies have been included in the analysis, as their central focus is closely related to national arts support agencies, but data that includes them is presented separately.

Two responses were not included in the analysis, as they were deemed to be from organisations that are significantly different from national arts funding agencies, thus

making comparability difficult: the Ministry of Education, New Zealand; and the Canadian Cultural Property Export Review Board.

Differences in the types of agencies included in the analysis make interpreting the data difficult. To mitigate this problem, data are reported separately for 'national agencies' and 'all agencies'.

**Figure 1: Respondent organisations and countries**

Type	Country	Organisation
	Australia	Australia Council for the Arts
	Belgium (FR)	Ministère de la Communauté française de Belgique: Observatoire des Politiques culturelles
	Canada	Canada Council for the Arts
	Chile	Consejo Nacional de la Cultura y las Artes
	England	Arts Council England
	Estonia	Ministry of Culture
	Finland	The Arts Council of Finland
National agencies	Mexico	National Council for the Arts and Culture, Cultural Information System
	Netherlands	Directorate General for Culture and Media (DGCM), Ministry of Education, Culture and Science
	New Zealand	Creative New Zealand
	Peru	Instituto Nacional de Cultura
	Romania	Ministry of Culture and Religious Affairs
	Scotland	The Scottish Arts Council
	Singapore	National Arts Council
	Wales	The Arts Council of Wales
Other agencies	Canada	Ontario Arts Council
	Croatia	Culturelink - Network of Networks for Research and Cooperation in Cultural Development
	Cuba	Centro de Investigación y Desarrollo de la Cultura Cubana "Juan Marinello"
	USA	National Assembly of State Arts Agencies (NASAA)
Agencies not included	Canada	Canadian Cultural Property Export Review Board
	New Zealand	Ministry of Education

### 2. Does your organisation undertake research 'in house'?

The majority of agencies undertake research in-house. Of the 15 national agencies who responded, 11 undertake research in house; four do not.

	<b>All agencies</b>	<b>National arts councils/ ministries</b>
Does your organisation undertake research 'in house'?	Yes	11
	No	4
	Other	0
	<b>Total</b>	<b>15</b>

#### Additional comments

- Netherlands DGCM: All research is commissioned to external contractors - either commercial or public research institutes. The latter include universities and public research institutes such as the Social and Cultural Planning Office.
- Canada Council: The Canada Council for the Arts does undertake research in house, covering in some form all of the areas identified in the D'Art question (i.e., statistical analysis, qualitative and text analysis, desk research, literature reviews, sample surveying, action research, focus groups, and program and policy evaluations.). Note that program and policy evaluations, sample surveying and focus groups are more often undertaken by external contractors than in house; however, the Research Manager provides extensive input into all external contractors' work in the latter areas. Also note that while some of the in house research is published and made available on the Council's website, some analyses are only circulated internally as working material.
- Estonian Ministry of Culture: Taking into account your broad definition of research we can say, that yes, to some extent, close and systematic studies of sources are being carried out in the Ministry. This is being done by the Advisers who are responsible for co-ordinating different fields of culture.

### 3. Does your organisation have a dedicated research unit or department?

The majority of agencies have a dedicated research unit or department. Four national agencies do not have a dedicated unit. Of these four, all but one contracted research externally.

	<b>All agencies</b>	<b>National arts councils/ ministries</b>
Does your organisation have a dedicated research unit or department?	Yes	11
	No	4
	Other	0
	<b>Total</b>	<b>15</b>

#### Additional comments

- Canada Council: The research unit is within its Public Affairs, Research and Communications Division.

- Estonian Ministry of Culture: At the moment we have a development bureau with one person, who is also responsible for co-ordination development plans, usage of EU structure funds, creative industries.

3a. *If yes, how many staff does it have?*

The average size of dedicated research units in national agencies is around five people, ranging from 1 person (DGCM, Netherlands) to 15 people (Romanian Ministry of Culture and Religious Affairs). Looking at *arts councils* only, research divisions average around 5 staff, with a range from 2 (Wales) to 6.2 (Arts Council England). The largest research agency in the sample is the Juan Marinello Center for Research and Management of Culture, Cuba, with 24 staff.

		All agencies	National arts councils/ ministries
Research unit number of staff	Mean	6.1	5.0
	Range	1 < 24	1 < 15
	<i>n</i>	15	11

Additional comments

- Canada Council: The Research Unit has a staff of three including the Research Manager, a Research Officer and the Council's ATIP (Access to Information and Privacy) Officer. The latter officer undertakes only limited research activities. Additionally, outside of the Research Unit, there is a Financial Analyst within the Council's arts program division. The Research Manager and Financial Analyst collaborate on several projects each year, often prepare joint reports and meet frequently. The Financial Analyst undertakes research to support planning related to programs, peer assessment and workload. The Financial Analyst's work is primarily oriented towards internal program operations, while the Research Unit's work has primarily an external and corporate orientation. (Note: For reference, the overall number of staff employed by the Canada Council in 2006 is 227.)
- Cuba: The Centre has a little more than thirty investigators dedicated to research for 80% of their annual work time.
- Australia: The Strategy Unit incorporates a Research Centre, with two staff dedicated to research. The primary responsibility of two/three of the staff of the Strategy Unit is also research. [NB: interpreted as 5 staff. If 2 library staff were included, the total would be 7]
- Singapore: There is a dedicated research unit within the Planning Division. It is staffed by two people whose main assignments are research-related work. As research is an integral part of the work of the Planning Division, two other managers may also undertake research assignments on occasion. Overseeing the Division are the Senior Director and the Deputy Director. [NB: interpreted as 4 staff]

#### 4. Does your organisation contract research 'externally'?

Almost all of the agencies in the sample contract research externally. Culturelink and the National Institute of culture, Peru, do not contract research externally.

	All agencies	National arts councils/ ministries
Does your organisation contract research 'externally'?	Yes	17
	No	2
	Other	0
	Total	19

Respondents were asked to provide details of regularly used contractors. A list of responses is set out in appendix 6, sorted by country.

#### Additional comments

- **Canada Council:** While external research contracts are not all funded under the Research Unit budget, the Research Manager has formal authority in its financial management system to review and approve all contracts involving research. Some research contracts are managed wholly by the Research Manager, some jointly with other staff and some wholly by staff in other areas of the Council (such as in the Partnership, Networks and Arts Promotion Division or the Arts Division). In the latter case, the Research Manager is always consulted at every stage of the work and provides advice throughout. Regardless of who manages individual research contracts, the Research Manager is responsible for research co-ordination overall and quality control of research. She also monitors all research contracts and prepares a monthly status report on all research projects (both in house and contracted), which is circulated internally. In recent years, the Council has increasingly been undertaking a significant portion of contracted research in partnership with other public funders and organizations – notably with the Department of Canadian Heritage, the Canadian Public Arts Funders (CPAF) group, provincial arts councils, the Creative City Network and others.
- **Chile:** The National Institute of Statistics is the public organisation with responsibility for documenting statistics for a range of activities. Also, it offers information production services, in cases when it has worked with us, we have signed cooperation agreements, except where there has been a transfer of resources for the design and analysis of opinion polls (translator unsure of interpretation). The contact is: [eliana.molina@ine.cl](mailto:eliana.molina@ine.cl).
- **Cuba:** The Centre, besides being a research institution, has been tasked by the Department of Culture of the Republic of Cuba to coordinate the scientific work of the network of 38 cultural institutions that carry out research in Cuba. In parallel, it is the institution responsible for the development of the Cultural Research Programmes. These programmes, of which there are currently three, can be linked to researchers' projects and educational centres institutions affiliated to any ministry or located any part of the national territory. Among them the Casa del Caribe in Santiago de Cuba, the Casa de las Américas and the Instituto Superior de Arte in Havana. It also develops research projects linked to overseas institutions (United Kingdom, Mexico, Venezuela, etc.) and international organizations such as the Convenio Andres Bello and the Latin-American Council of Social Sciences.

- Netherlands (DGCM): All research is commissioned to external contractors either commercial or public research institutes. The latter include universities and public research institutes such as the Social and Cultural Planning Office.
- Singapore: The National Arts Council does contract research externally, but we do not have any regularly used contractors as yet, as all contracts awarded (for surveys) have to go through a competitive tender/quotation process.

*5. If possible, please estimate the percent of your organisation's total budget dedicated to research*

For national arts agencies, estimates for the percent of an agency's budget dedicated to research range from 0.28 percent (Wales) to 7 percent (DGCM, Netherlands). Data from two agencies were omitted from this calculation, as it appeared that the response calculated research expenditure as a percentage of a division rather than the whole agency (Belgian Observatory of Cultural Policies, and the Cultural Information system of the Mexican National Council for the Arts and Culture).

Not surprisingly, higher percentages are evident for agencies dedicated mainly to research and/or information exchange (Belgian Observatory of Cultural Policies, 90 percent; Juan Marinello Centre, Cuba, 80 percent; Culturelink, 70 percent; the Cultural Information system of the Mexican National Council for the Arts and Culture, 30 percent; and NASAA, 30 percent).

	<b>All agencies</b>	<b>National arts councils/ ministries</b>
	Mean	1.4
Research budget % of total budget	Range	0.28 < 7
	<i>n</i>	11

**Additional comments**

- Netherlands (DGCM): The annual research budget is €730,000. This is about 7% of the costs of the DGCM (€11m).
- Canada Council: The budget for research activity within the Research Unit totals \$90,000 (\$65,000 for research contracts and \$25,000 for statistical data purchases). More funding for research is available outside of the Research Unit within budgets relating to corporate planning and arts program administration and within the Partnership, Networks and Arts Promotion Division. Funding for research outside of the Research Unit is estimated at \$300,000. In total therefore the funding for research activity is estimated at \$390,000 (excluding salary costs for research staff). Salary and related costs for staff engaged in research would likely add an additional \$300,000 to this total. The total budget for research therefore is about \$690,000. As a percentage of the Canada Council's total budget, this represents approximately 0.4%.
- Arts Council England: In terms of the Arts Council's grant-in-aid income, (approx. £370 million in 2004/05), the percentage spent on research is less than 0.5%. Since most of our grant-in-aid budget goes directly to our Regularly Funded Organisations, it might be more appropriate to consider the percentage of the remaining managed funds (about £11 million in 2006/07) that is spent on research

- about 8% in the coming year. Research also takes place in other parts of the organisation, but we don't have figures for the proportion of the Arts Council's budget that this represents.

- Estonian Ministry of Culture: We do not have a fixed sum allocated to research in the total budget.
- Cuba: Of the annual budget, more than the 40% finances the research development. Another 40% is dedicated to the promotion of the results of research.

6. *Does your agency have a dedicated (physical) library?*

The majority of agencies have a physical library.

		All agencies	National arts councils/ ministries
Does your agency have a dedicated (physical) library?	Yes	13	11
	No	6	4
	Other	0	0
	Total	19	15

Additional comments

The nature of libraries varies.

- Netherlands: The library used by the DGCM services the whole Ministry of Education, Culture and Science.
- New Zealand: Creative New Zealand's library space is also used as a meeting space, and has an internally focused collection development policy.
- Canada: The Canada Council has a library collection, which is 'part of its overall Reference and Documentation Centre. The Reference and Documentation Centre has responsibility for the management of all corporate records. The library is recognized as part of the government library system and processes inter-library loans. The library is open to researchers and consultants by appointment. Researchers such as PhD students who wish to undertake in-depth research involving Council records have to complete a research request application. The library collection is searchable through an on-line catalogue available on the Council's Intranet (internal network). Corporate records (often used for research purposes) are searchable through a corporate records management software.'
- Australia: The Australia Council has two full-time library staff, who are part of the Strategy Division.
- Singapore: The Singapore National Arts Council does not have a library. However, the Planning Division has a small collection of information for its own reference.

6a. *If yes, is the library open to the public and/or is the catalogue available on line?*

Of those agencies that have a library, most (9 out of 13) are open to the public or have online catalogues. Three agencies indicated that they were undertaking work to make their library catalogues available online (agencies from Chile, Cuba and Mexico). For these agencies, an answer of 'yes' was recorded for question 6a.

## Additional comments

- Mexico: We plan to have it available from 2006.
- Cuba: We have a library open to the public, and the catalogue is in the process of being put online as part of the 'virtual library' project.
- Chile: Open to the public and its catalogue is soon to be available on the web. It does exist, but we are experiencing technical difficulties with the web version.
- New Zealand: Although it is open to the public, is not advertised and is used infrequently by non-staff researchers.
- Australia: The library is open to the public by appointment. The catalogue is only available online through Libraries Australia (you search for a book, and the results tell you which library it is available in). A direct search of the Australia Council library is not available.

*6b. If no, does your agency purchase library services externally, eg. from a national or university library?*

Two agencies (Creative New Zealand and NAC Singapore) indicated that they purchase library services externally. The Romanian Ministry of Culture, which does not have a library of its own, obtains library services from external libraries free of charge.

*7 Who is the person mainly responsible for coordinating research activities, be they in house or external?*

The names and titles of research coordinators are listed in the table in appendix 4.

## 8. Additional comments

Respondents were invited to make any other comments. These additional comments are reproduced below.

Australia	No additional comments
Belgium (FR)	No additional comments
Canada	No additional comments
Chile	The Research and Documentation Department undertakes studies that allow the systematic production of statistics referring to artistic and cultural activities. Nevertheless, it is hoped that public organisations mandated for the production of such data are made responsible for incorporating the information for this sector, so that our department can be fundamentally dedicated to policy development. For its part, the Centre of Documentation, otherwise has been specialising in the registration of documentation on cultural politics.
England	Further information about the Arts Council's research department can be found in the research section of our website: <a href="http://www.artscouncil.org.uk/subjects/homepage.php?sid=13">http://www.artscouncil.org.uk/subjects/homepage.php?sid=13</a>
Estonia	In Estonia the Ministry of Culture is the co-ordinating authority for the fields of culture, sports and heritage. In the Ministry a development division has recently been created, which will, in the future, also be dealing with the issues of culture policy. The Ministry of Culture has subscribed survey-researches on creative industries and consumption of culture.

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	<p>To some extent research of culture (and arts) policies is being carried out in the universities (Tallinn and Tartu University). Data on Estonian culture policy is represented in the Compendium of the Council of Europe and the information there is being regularly updated by Mr Mikko Lagerspetz, who is an expert of cultural policy. Information about Estonian heritage policy is also available in the online database of the Council of Europe. The Statistical Office of Estonia is currently in the process of renewing the databases about the field of culture.</p>
Finland	<p>The Research Unit of the Arts Council of Finland promotes and carries out research relevant to the formulation and implementation of cultural policy. It publishes research reports and statistics in four publication series, maintains a library specialising in cultural policy matters, and participates in international co-operation in the field of cultural policy research.</p> <p>Further information at <a href="http://www.artscouncil.fi">www.artscouncil.fi</a></p>
Mexico	<p>The Coordination of Strategic and Prospective Studies is an area of CONACULTA (National Council for the Arts and Culture) responsible for research and evaluation. This area runs the Cultural Information System (<a href="http://sic.conaculta.gob.mx">sic.conaculta.gob.mx</a>) and the Cultural Indicators System. It also coordinates e-cultura (<a href="http://www.ecultura.gob.mx">www.ecultura.gob.mx</a>) a national cultural portal. Our recent publications are Atlas de infraestructura cultural de México y Encuesta Nacional de Prácticas y Consumo Culturales (both can be downloaded as pdf. from the Cultural Information System site).</p> <p>At the moment we are coordinating a study for the creation of an Observatory of Cultural Policy.</p>
Netherlands	No additional comments
New Zealand	<p>As outlined in Creative New Zealand's latest Statement of Intent for the next three years (2006-2007 to 2008-2009), Creative New Zealand will be building its research and evidence base to enhance its policy and decision-making and to facilitate interventions that deliver effectiveness at higher levels. However, this is unlikely to change the process used for evaluation and research, which are likely to continue to be on a contract basis.</p>
Peru	<p>The National Institute of Culture (INC) is a decentralised public agency reporting to the Ministry of Education,...with financial, economic, administrative, and technical autonomy.</p> <p>The INC has as its purpose "the decentralised implementation of actions of protection, conservation and promotion, valuing and diffusion of the heritage and cultural expressions of the nation to contribute to the national development, with the active participation of the community and the private and public sectors. Among its functions are formulating and executing the policies and strategies of the State in matter of cultural development, defence, conservation, diffusion and research of the Cultural Heritage of the Nation".</p> <p>In its structure, the major focus of the technical areas relate to cultural heritage (material and intangible). Though it has a Direction of Promotion to the Arts, this basically is responsible for the management of national performing arts groups (National Ballet, National symphony orchestra, National Youth and Children's symphony orchestra, National Chorus, National Children's Chorus). The research activities carried out by the INC essentially are linked to the archaeology and ethnographic field.</p>
Romania	No additional comments
Scotland	No additional comments
Wales	ACW established a small research team about 4 years ago. We are mainly responsible for

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	commissioning population surveys into levels of arts attendance/participation in Wales and collating and monitoring activity data from core funded organisations. In addition we commission some ad hoc surveys to inform policy development. We also try to maintain a small reference section of cultural statistics/research.
Canada (Ontario)	Our internal research focuses both internally (program evaluation, business planning, etc.) and externally; we are starting to mine the data we have to describe the organizations we fund and get more detail out in the public than is currently available from Statistics Canada, for instance. For example: <a href="http://www.arts.on.ca/userfiles/page_attachments/library/1/824_2668625_WIT_ArtFacts_web_version.pdf">http://www.arts.on.ca/userfiles/page_attachments/library/1/824_2668625_WIT_ArtFacts_web_version.pdf</a>
Croatia (Culturelink)	No additional comments
Cuba	No additional comments
USA (NASAA)	As the national network of state and jurisdictional arts agencies in America, NASAA provides an extensive fact-base on government arts funding and programs at the state level, as well as a national network for information and idea exchange among states. Information is also available to partner organizations, scholars and the public. Core data includes: - comprehensive figures on state arts agency appropriations beginning in 1969 - annual grant-making statistics on awards made by states and jurisdictions - policy, program, staffing and governance data - extensive analysis of policy alternatives - catalogs of key state arts agency policy documents (grant policies, economic impact studies, strategic plans, job descriptions, surveys)  NASAA is a national repository for data and conducts special analytical projects on current policy issues (such as supplemental funding strategies, public-private partnerships, the creative economy). NASAA also works to boost the research capacity of its membership by offering research guides and professional development workshops on data collection, data-based policy decision making, program evaluation, etc.

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## Conclusion

This report has presented data from a survey of research in government arts funding agencies and other closely related agencies. The survey indicates the importance of research to national arts agencies, with the majority either undertaking research themselves and/or contracting research externally.

The D'Art question has provided some basic information about how arts support agencies approach research. It is hoped that this information is useful in itself. But it is also hoped that the D'Art can be used as a platform or prompt for thinking about future developments and how the IFACCA network can best be used to strengthen and facilitate arts and cultural policy research.

A number of questions were raised in the responses that could warrant more detailed investigation and analysis. These are listed below with the question to which they relate, where applicable:

- Is all research by these agencies published? (Q2)

- Is there a discernable difference in the type of research undertaken in house and that contracted externally? (Q2)
- What division or group, if any, is the research unit located in? (Q 3)
- How to account for the full range of research activities, broadly defined, undertaken by an agency (ie not just the activities of the research unit) (Q 4&5)
- Would a fairer indicator of research staff resourcing be to provide a percentage of research staff out of total staff? For example: the Canada Council has three dedicated research staff out of a total of 227, or 1.3 percent of staff; NASAA (USA) has four research staff out of a total of 11, or 36 percent of staff. (Q4)
- What audience/s is research directed to, eg: within the organisation (council, senior executives etc); the arts community; the general public; government? What proportion and types of research are targeted at each audience?
- Related to the previous point, what functions does research serve, eg: internal evaluation; advocacy? What proportion and types of research are directed toward each function?
- What links and relationships does each agency have with academic researchers, professional researchers (eg contractors) and research institutes?
- What links and relationships does each agency have with statistical bureaux, such as national government statistical agencies?
- How do agencies find out what research is being conducted by other agencies?

A draft of this D'Art report was presented and discussed at the second IFACCA researchers' workshop in Singapore 2007. While participants did not provide explicit support for collating the type of detailed information listed above, they did discuss general issues about commissioning and disseminating research and about improving links between the policy and academic spheres. A report on the researchers' meeting and following action will be published separately.<sup>5</sup>

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<sup>5</sup> Once published, the report will be at [http://www.ifacca.org/ifacca2/en/organisation/page04\\_mini.asp](http://www.ifacca.org/ifacca2/en/organisation/page04_mini.asp)

# Appendix 1: Question

14 February 2006

## D'Art question 26: Who coordinates your research?

From: IFACCA  
Contact: Christopher Madden  
Email: [info@ifacca.org](mailto:info@ifacca.org)  
URL: [www.ifacca.org](http://www.ifacca.org)

### Context

An issue that regularly appears in IFACCA's work is the relationship between policymaking and research in arts and cultural policy. As Mark Schuster notes in his international study on cultural policy research infrastructure, a rise in demand for evidence-based policymaking over recent years has raised issues about the research practices and research needs of government cultural policymakers and funding agencies.<sup>6</sup> A greater imperative is being placed on arts and culture agencies to undertake research to prove the value or impact of their policies and programs, and their research outputs are being increasingly scrutinised for their quality and rigour. In this environment, many commentators have identified a need to improve links between policy and research in the field of arts and cultural policy.

IFACCA's global survey of national arts and culture agencies, which has been used to construct the [IFACCA Directory](#), suggests that the majority of agencies (82 percent) undertake research. We are aware, however, that agencies adopt a wide variety of approaches to research. An understanding of the different models would be of interest to IFACCA members.

IFACCA has a number of its own research-related activities. Our [D'Art](#) research program aims to consolidate global information on arts policy issues, to fill gaps in research, and to provide cost-effective comparative research information for arts and culture agencies. The [ConnectCP](#) international online database of cultural policy experts aims to make it easier to find experts and expertise in arts and cultural policy, and to encourage links between policymakers and researchers. Most importantly, we intend to hold regular meetings or mini-summits for IFACCA researchers to discuss critical issues, and to share ideas and experience. The first such meeting was held in [Montréal in August 2003](#). We hope to hold a second meeting soon.

This D'Art question is an integral part of these and other possible future research-related programs. Please take the time to answer the questions below, or forward them to your research coordinator. We will use the responses to invite research coordinators in arts support agencies to join the ConnectCP database, to target invitations for meetings of IFACCA researchers, and to ensure your researchers are kept abreast of future research-related activities undertaken by IFACCA.

NB: We view 'research' in a broad sense, as 'the systematic, close and careful study of materials and sources in order to establish facts or reach conclusions'. This covers a whole range of analytical practice: statistical analysis, qualitative and text analysis, desk research, literature reviews, sample surveying, action research, focus groups, and program and policy

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<sup>6</sup> Schuster, J., 2002, *Informing Cultural Policy: The Research and Information Infrastructure*, Rutgers University Center for Urban Policy Research, New Brunswick.

evaluations. Such a broad concept of research is, we feel, suited to the needs of the field of arts and cultural policy. We expect most arts and cultural policy-related research is applied, ie. focussed on practical issues, rather than being 'pure' or 'basic' research aimed at advancing knowledge for knowledge's sake.<sup>7</sup>

Finally, as Mark Schuster notes in the study cited earlier, documentation is an integral facet of the cultural policy research infrastructure. For this reason, we have added a question about library and documentation services employed by your agency.

What to do:

\* If you can assist with the questions below, please return your answers to IFACCA at [info@ifacca.org](mailto:info@ifacca.org) by Friday 17 March 2006.

\* If you think someone else could respond, please forward this query to them.

\* Please let us know if you wish your contribution to remain anonymous.

A summary of responses will be sent to respondents prior to distribution.

### Questions

With the broad concept of research outlined above, IFACCA would like to know the following:

1) What is the name of your organisation?

2) Does your organisation undertake research 'in house'? (yes/no)

3) Does your organisation have a dedicated research unit or department? (yes/no)

- If yes, how many staff does it have?

4) Does your organisation contract research 'externally' - from, for example, research companies, universities and university-related agencies, institutes, observatories, individual researchers and/or academics? (yes/no)

- If yes, please list and give contact details of up to three of the most regularly used contractors.

5) If possible, please estimate the percent of your organisation's total budget dedicated to research.

6) Does your agency have a dedicated (physical) library? (yes/no)

- If yes, is the library open to the public and/or is the catalogue available on line? (yes/no)

- If no, does your agency purchase library services externally, eg. from a national or university library? (yes/no)

7) Who is the person mainly responsible for coordinating research activities, be they in house or external? Please supply the following contact details: Title (Mr, Ms, Dr, Prof., etc.); First name; Last name; Title (eg. job position); Email address; Phone number.

Comments: Please feel free to describe in more detail your organisation's approach to research, especially if you think your answers to the questions above does not provide an accurate picture of your research activities.

Thank you for your help.

END

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<sup>7</sup> For more, see Madden, C., 2003, [International Networks and Arts Policy Research](#), paper presented at the International Conference on Cultural Policy Research, Montréal, August 2003.

## Appendix 2

### Respondents

Responses to this D'Art question were received from:

- Michel Jaumain, Observatoire des Politiques culturelles, Ministère de la Communauté française de Belgique
- Pat Bradley, Ontario Arts Council, Canada
- Claire McCaughey, Canada Council for the Arts
- Shirley L. Thomson, Canadian Cultural Property Export Review Board, Canada
- Maria Paulina Soto Labbé, Consejo Nacional de la Cultura y las Artes, Chile
- Biserka Cvjeticanin, Culturelink, Croatia
- Ana Mayda Álvarez, Ministerio de Cultura, Cuba
- Jennifer Godlieb, Arts Council England
- Kerli Gutman, Ministry of Culture, Estonia
- Merja Heikkinen, The Arts Council of Finland
- Alfonso Castellanos, National Council for the Arts and Culture, Cultural Information System, Mexico
- Vladimír Bína, Directorate General for Culture and Media, Ministry of Education, Culture and Science
- Jenny Stott, Creative New Zealand
- Helen Cooper, Ministry of Education, New Zealand
- Guillermo Cortés, Instituto Nacional de Cultura, Peru
- Adriana Popp, Ministry of Culture and Religious Affairs, Romania
- Kate Wallace, The Scottish Arts Council
- Caroline Docherty, The Scottish Arts Council
- Jackie Horne, The Scottish Arts Council
- Kelly Barsdate, National Assembly of State Arts Agencies, USA
- Ann Kellaway, The Arts Council of Wales
- Sharon Chang, National Arts Council, Singapore

Thanks to everyone who contributed!

## Appendix 3: Summary data

### Research by cultural policy agencies: Summary data

		Question number	2	3	3a	4	5	6	6a	6b
Country	Organisation	In house' research?	Research unit?	No. of staff	Contract research 'externally'?	Research budget (% of total)	Dedicated library?	Library open to the public/online?	Purchase library services?	
<b>National agencies</b>										
Australia	Australia Council for the Arts	y	y	5	y	0.98	y	y	n/a	
Belgium (FR)	Observatoire des Politiques culturelles (Ministère de la Communauté française de Belgique)	y	y	5	y	90	y	y	n/a	
Canada	Canada Council for the Arts	y	y	3	y	0.4	y	y	n/a	
Chile	Consejo Nacional de la Cultura y las Artes	y	y	5	y	0.792	y	y	n/a	
England	Arts Council England	y	y	6.2	y	<0.5	y	b	n/a	
Estonia	Ministry of Culture	y	n	n/a	y	b	y	n	n/a	
Finland	The Arts Council of Finland	y	y	5	y	1.2	y	y	n/a	
Mexico	Cultural Information System, National Council for Arts & Culture	y	n	n/a	y	30	y	y	n	
Netherlands	DGCM, Ministry of Education, Culture & Science	n	y	1	y	7	y	n	n	
New Zealand	Creative New Zealand	n	n	n/a	y	0.34	y	y	y	
Peru	Instituto Nacional de Cultura	n	n	n/a	n	n/a	y	y	n/a	
Romania	Ministry of Culture and Religious Affairs	n	y	15	y	2	n	n/a	n	
Scotland	The Scottish Arts Council	y	y	3.5	y	0.6	n	n/a	n	
Singapore	National Arts Council	y	y	4	y	1.5	n	n/a	y	
Wales	The Arts Council of Wales	y	y	2	y	0.28	n	n/a	n	
<b>Other agencies</b>										
Canada	Ontario Arts Council	y	y	1.5	y	<1	n	n/a	n	
Croatia	Culturelink	y	y	7	n	70	y	y	n/a	
Cuba	Centro de Investigación y Desarrollo de la Cultura "Juan Marinello"	y	y	24	y	80	y	y	n/a	
USA	National Assembly of State Arts Agencies	y	y	4	y	30	n	n/a	b	

y = yes; n = no; b = no answer/indeterminate; n/a = not applicable; tbc = to be confirmed

Source: Who coordinates arts policy research for national governments?, D'Art question 26, IFACCA.

## Appendix 4: Research coordinators

Country	Name	Title	Organisation
Australia	Ms Claire Duffy	Director of Strategy	Australia Council for the Arts
Belgium (FR)	Mr Michel Jaumain	Directeur - coordinateur	Observatoire des Politiques culturelles, Ministère de la Communauté française de Belgique
Canada	Ms Pat Bradley	Theatre Officer & Research Manager	Ontario Arts Council
Canada	Ms. Claire McCaughey	Research Manager	Canada Council for the Arts
Chile	Prof. Maria Paulina Soto Labbé	Investigadora	Consejo Nacional de la Cultura y las Artes, Chile
Croatia	Dr Biserka Cvjeticanin	Coordinator	Culturelink - Network of Networks for Research and Cooperation in Cultural Development
Cuba	Dr Rolando González Patricio	Director	Centro de Investigación y Desarrollo de la Cultura Cubana "Juan Marinello"
England	Ms Catherine Bunting	Director, Research	Arts Council England
Estonia	Mr Ragnar Siil	Adviser	The Ministry of Culture of the Republic of Estonia
Finland	Ms Merja Heikkinen	Head of Research	The Arts Council of Finland
Mexico	Mr Alfonso Castellanos	Coordinator of Strategic and Prospective Studies	National Council for the Arts and Culture, Cultural Information System, Mexico
Netherlands	Dr Vladimír Bína	Research Co-ordinator Culture	Directorate General for Culture and Media, Ministry of Education, Culture and Science.
New Zealand	Research is coordinated and contracted by the appropriate manager, depending on content		Creative New Zealand
Romania	To be confirmed (previously Delia Mucica)	General Secretary of the Ministry of Culture and Religious Affairs	Ministry of Culture and Religious Affairs
Scotland	Ms Kate Wallace	Senior Research and Evaluation Officer	The Scottish Arts Council
Singapore	Ms Sharon Chang	Deputy Director, Planning Division	National Arts Council
USA	Ms Kelly Barsdate	Director of Research, Policy and Evaluation	National Assembly of State Arts Agencies, USA
Wales	Ms Ann Kellaway	Senior Research & Audience Development Officer	The Arts Council of Wales/Cyngor Celfyddydau Cymru

## Appendix 5: Summary analysis

### Summary analysis of responses

		All agencies	National arts councils/ ministries
Does your organisation undertake research 'in house'?	Yes	15	11
	No	4	4
	Other	0	0
	Total	19	15
Does your organisation have a dedicated research unit or department?	Yes	15	11
	No	4	4
	Other	0	0
	Total	19	15
Research unit number of staff	Mean	6.1	5.0
	Range	1 < 24	1 < 15
	<i>n</i>	15	11
Does your organisation contract research 'externally'?	Yes	17	14
	No	2	1
	Other	0	0
	Total	19	15
Research budget % of total budget	Mean	19	1.4
	Range	0.28 < 90	0.28 < 7
	<i>n</i>	17	11
Does your agency have a dedicated (physical) library?	Yes	13	11
	No	6	4
	Other	0	0
	Total	19	15
Is the library open to the public/online?	Yes	10	8
	No	2	2
	Other	7	5
	Total	19	15
Purchase external library services?	Yes	2	2
	No	6	5
	Other	11	8
	Total	19	15

Source: *Who coordinates arts policy research for national governments? D'Art Topics in Arts Policy no.26, IFACCA.*

## Appendix 6: External contract researchers

### Australia

- Professor David Throsby, Economics Department, Division of Economic and Financial Studies, Macquarie University NSW 2109, Australia.

### Belgium

- Facultés Universitaires Notre-Dame de la Paix – Centre de Recherches sur l’Economie Wallonne (FUNDP – CREW), Rue Rempart de la Vierge 8, B-5000 Namur, Tél. +32 81/72.48.65, Fax +32 81/72.48.40, Madame Régine PAQUE, Monsieur Robert DESCHAMPS.
- Consulting Management Service (COMASE Management Consulting), Avenue Paul Pastur 361, B-6032 Charleroi, Tél. +32 71/60.11.00, Fax +32 71/60.11.12, <http://www.groupecomase.com>, Madame Isabelle PAINDAVOINE, Monsieur Pierre FRANCAUX.
- Facultés Universitaires catholiques de Mons (FUCAM), Groupe de Recherche Sociologie Action Sens, Chaussée de Binche 151, B-7000 Mons, Tél. +32 65/32.33.44, Monsieur Frédéric MOENS.
- Institut des Hautes Etudes des Communications Sociales (IHECS), Département IHECS Formation, Rue des Grands Carmes 27, B-1000 Bruxelles, Tél. +32 2/549.55.92, Fax +32 2/549.55.99, [ihecs@galilee.be](mailto:ihecs@galilee.be), Monsieur Pierre DE VILLERS.
- Université de Liège (Ulg), Service panell démographie familiale, Chemin du Trèfle 1, Bâtiment 13, B-4000 Liège, Tél. +32 4/366.31.68, [MT.Casman@ulg.ac.be](mailto:MT.Casman@ulg.ac.be), Madame Marie-Thérèse CASMAN.
- CAIRN sa, c/o Lentic - Laboratoire d’études sur les nouvelles technologies, l’innovation et le changement, Boulevard du Rectorat 19 B51, B-4000 Liège (Sart-Tilman), Tél. +32 4/366.31.49, Fax +32 4/366.29.47, [marc.minon@ulg.ac.be](mailto:marc.minon@ulg.ac.be), Monsieur Marc MINON.
- Université libre de Bruxelles (ULB), Centre de Sociologie Travail-Emploi-Formation, Avenue Jeanne 44, B-1050 Bruxelles, Tél +32 2/650.34.29, Madame Adinda VANHEERSWYNGHELDS, Monsieur Marc ZUNE.

### Canada

In recent years, the Council has increasingly been undertaking a significant portion of contracted research in partnership with other public funders and organizations – notably with the Department of Canadian Heritage, the Canadian Public Arts Funders (CPAF) group, provincial arts councils, the Creative City Network and others.

In the past three years, the two most frequently used research contractors were:

- Hill Strategies Research Inc., Kelly Hill (President), 30 Pine Street, Hamilton, ON
- L8P 2A1, Canada, Tel +1 905 528-8891, Fax +1 905 528-8876, [kelly@hillstrategies.com](mailto:kelly@hillstrategies.com), <http://www.hillstrategies.com>

- ArtExpert.ca - Experts Conseils, Arts et Culture, Louise Poulin (Présidente), 14, cours des Primevères, Montréal, QC, H3E 1W9, +1 514 678-2163, +1 514 762-2526, [info@artexpert.ca](mailto:info@artexpert.ca), <http://www.artexpert.ca>

### Canada, Ontario

- We are in a partnership with the Canada Council and the federal Department of Canadian Heritage.
- Hill Strategies Research: We commission a series called Statistical Insights in the Arts, from Hill Research Strategies. There are four reports a year, and most recently they have focused on mining census data from our 2001 census. They are available on the websites of the three agencies, and here: [http://www.hillstrategies.com/stats\\_insights.php](http://www.hillstrategies.com/stats_insights.php). We also contract Hill Strategies to do some specific Ontario-based research. For example: [http://www.arts.on.ca/userfiles/page\\_attachments/library/1/Statistical\\_Profile\\_Artists\\_Ontario\\_2020\\_555771.pdf](http://www.arts.on.ca/userfiles/page_attachments/library/1/Statistical_Profile_Artists_Ontario_2020_555771.pdf); and [http://www.arts.on.ca/userfiles/page\\_attachments/library/1/1070\\_3779770\\_State\\_of\\_TYP\\_Exec\\_Summary.pdf](http://www.arts.on.ca/userfiles/page_attachments/library/1/1070_3779770_State_of_TYP_Exec_Summary.pdf);
- Environics: We recently participated in an Environics (market research firm) omnibus questionnaire which we anticipate doing again, with a few questions trying to get at the value people attribute to having arts in their communities.

### Chile

- The National Institute of Statistics is the public organisation with responsibility for documenting statistics for a range of activities. Also, it offers information production services, in cases when it has worked with us, we have signed cooperation agreements, **[but where there has been crossing of resources by concept of application of opinion surveys and the information processing]** The contact is: [eliana.molina@ine.cl](mailto:eliana.molina@ine.cl)

### Cuba

The Centre, besides being a research institution, has been tasked by the Department of Culture of the Republic of Cuba to coordinate the scientific work of the network of 38 cultural institutions that carry out research in Cuba. In parallel, it is the institution responsible for the development of the Cultural Research Programmes. These programmes, of which there are currently three, can be linked to researchers' projects and educational centres institutions affiliated to any ministry or located any part of the national territory. Among them the

- Casa del Caribe in Santiago de Cuba
- Casa de las Américas
- Insitoto Superior de Arte in Havana.

It also develops research projects linked to overseas institutions (United Kingdom, Mexico, Venezuela, etc.) and international organizations such as

- Convenio Andres Bello and

[www.ifacca.org](http://www.ifacca.org)

- Latin-American Council of Social Sciences.

### **England**

We always put external contracts out to tender. Recent publications include Grants for the arts an evaluation of the first year (Annabel Jackson and Graham Devlin, 2005) and A statistical survey of regularly funded organisations 2003/04 - Statistical report 8 (Alan Joy 2006).

The research department is in the process of developing a 'pool' of around 40 approved research and evaluation suppliers. Suppliers will be able to apply to be part of the pool and if successful, their details will be placed on a database for the use of all Arts Council staff wishing to procure research services

### **Estonia**

- Saar Poll, social and market research company
- Estonian Institute of Economic Research
- Statistics Estonia
- The Estonian Institute for Futures Studies
- Mr Mikko Lagerspetz, expert of cultural policy

### **Finland**

Individual researchers, Arts Universities, University of Helsinki

### **Mexico**

- Dr. Néstor García Canclini, Director del Programa de Cultura Urbana, Universidad Autónoma Metropolitana, [nrgc@laneta.apc.org](mailto:nrgc@laneta.apc.org)
- Mtra. Julia Isabel Flores, Directora de Investigación Aplicada y Opinión, IIJ, Universidad Nacional Autónoma de México, [floresd@servidor.unam.mx](mailto:floresd@servidor.unam.mx)

### **Netherlands**

- Social and Cultural Planning Office, P. O. Box 16164, 2500 BD The Hague
- IVA Beleidsonderzoek en Advies, P.O.Box 90153, 5000 LE Tilburg
- TNO Informatie en Communicatietechnologie, P.O. 5050. 2600 GB Delft

### **New Zealand**

- Pam Oliver, independent, WAIHEKE ISLAND
- Colmar Brunton Research, Level 9, 101 Lambton Quay, WELLINGTON, 0064 4 913 3000
- Research Write, 2 Newcombe Crescent, Karori, Wellington, 0064 4 973 4963

### **Peru**

- Doctor en Estudios Culturales Víctor Vich, Investigador asociado al Instituto de Estudios Peruanos, Profesor de la Pontificia Universidad Católica del Perú (Lima, Perú), [vvich@iep.org.pe](mailto:vvich@iep.org.pe), +51 1 332-6194 / 431-6603
- Magister en Gestión Cultural, Diana, Guerra, Directora General de Promoción y Difusión Cultural del INC, Profesora de la Pontificia Universidad Católica del Perú y de la Universidad San Ignacio de Loyola (Lima, Perú), [guerra.dm@pucp.edu.pe](mailto:guerra.dm@pucp.edu.pe), +51 1 225-4377

### **Romania**

- National Institute for Economic Research, postal address: Casa Academiei - Bucuresti sector 5, Calea 13 Septembrie nr.13, cod postal 050711, [www.ince.ro](http://www.ince.ro)
- The Centre for Cultural Studies and Research – subordinated to the Ministry, actual correspondance address: Bucharest, Kiseleff 30 Road, cod postal 011374, [www.culturamet.ro](http://www.culturamet.ro)

### **Wales**

- Beaufort Research Ltd, 2 Museum Place, Cardiff, CF10 3BG Tel: 029 2037 8565
- Audiences Wales, 2 Market House, Market Road, Cardiff, CF5 1QE Tel: 029 2037 3736
- Angela Tillcock, Consultant, Unit 2 Sbectrwm, Bwlch Road, Fairwater, Cardiff, CF5 3EF Tel: 029 2056 1600